

CLAIMS

1. A method for displaying the contents of web pages, the method comprising:

downloading a web page;

scanning the web page to determine whether the web page includes an identifier that

indicates that the web page is compliant with a proprietary format that differs

from a default browsing format, the proprietary format including a particular

display characteristic; and

upon determination that the web page includes the identifier, displaying the web page in

conformity with the proprietary format.

2. The method of claim 1, wherein the particular display characteristic includes a display of an icon corresponding to an entity associated with the proprietary format.

3. The method of claim 2, wherein the proprietary format provides an enhanced web page display having a first frame and a second frame, the first frame displaying the web page according to the default browsing format, the second frame residing adjacent to the first frame and displaying supplemental information about a resource available from the web page.

4. The method of claim 1, further comprising:
prior to displaying the web page in conformity with the proprietary format, determining the validity of the proprietary format; and
where it is determined that the proprietary format is no longer valid, navigating to a web site that updates the proprietary format and reinstates the validity of the proprietary format.
5. An apparatus for displaying the contents of web pages, the apparatus comprising:
a browsing module, for downloading a web page;
an identification module, in communication with the browsing module, for scanning the web page to determine whether the web page includes an identifier that indicates that the web page is compliant with a proprietary format that differs from a default browsing format, the proprietary format including a particular display characteristic; and
a display management module, in communication with the identification module, for displaying the web page in conformity with the proprietary format upon determination that the web page includes the identifier.
6. The apparatus of claim 5, wherein the particular display characteristic includes a display of an icon corresponding to an entity associated with the proprietary format.

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7. The apparatus of claim 6, wherein the proprietary format provides an enhanced web page display having a first frame and a second frame, the first frame displaying the web page according to the default browsing format, the second frame residing adjacent to the first frame and displaying supplemental information about a resource available from the web page.

8. The apparatus of claim 5, further comprising:

a proprietary format management module, for determining the validity of the proprietary format prior to the display of the web page in conformity with the proprietary format, and for navigating to a web site that updates the proprietary format where it is determined that the proprietary format is no longer valid.

9. An apparatus for displaying the contents of web pages, the apparatus comprising:

means for downloading a web page; and

means for scanning the web page to determine whether the web page includes an

identifier that indicates that the web page is compliant with a proprietary format that differs from a default browsing format, the proprietary format including a particular display characteristic; and

means for displaying the web page in conformity with the proprietary format upon determination that the web page includes the identifier.

10. The apparatus of claim 9, wherein the particular display characteristic includes a display

of an icon corresponding to an entity associated with the proprietary format.

11. The apparatus of claim 10, wherein the proprietary format provides an enhanced web page display having a first frame and a second frame, the first frame displaying the web page according to the default browsing format, the second frame residing adjacent to the first frame and displaying supplemental information about a resource available from the web page.

12. The apparatus of claim 9, further comprising:

means for determining the validity of the proprietary format prior to the display of the

web page in conformity with the proprietary format, and for navigating to a web

site that updates the proprietary format where it is determined that the proprietary

format is no longer valid.

13. A computer readable storage medium that stores instructions for performing the steps of:
downloading a web page;

scanning the web page to determine whether the web page includes an identifier that

indicates that the web page is compliant with a proprietary format that differs

from a default browsing format, the proprietary format including a particular

display characteristic; and

displaying the web page in conformity with the proprietary format upon determination

that the web page includes the identifier.

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14. The computer readable storage medium of claim 13, wherein the particular display characteristic includes a display of an icon corresponding to an entity associated with the proprietary format.

15. The computer readable storage medium of claim 14, wherein the proprietary format provides an enhanced web page display having a first frame and a second frame, the first frame displaying the web page according to the default browsing format, the second frame residing adjacent to the first frame and displaying supplemental information about a resource available from the web page.

16. The computer readable storage medium of claim 13, further including instructions for performing the step of:

determining the validity of the proprietary format prior to the display of the web page in conformity with the proprietary format, and for navigating to a web site that updates the proprietary format where it is determined that the proprietary format is no longer valid.

17. A method for displaying supplemental information regarding displayed web pages for a user, the method comprising:

identifying a particular resource displayed on a first web page;

determining whether an entry corresponding to the particular resource is contained in a

database that correlates supplemental information to each of a plurality of resources, wherein the database is separate from the first web page and the first web page is ordinarily devoid of the supplemental information; and displaying supplemental information for the particular resource along with the first web page where it is determined that the database contains an entry for the particular resource.

18. The method of claim 17, wherein the particular resource is a link to a second web page.

19. The method of claim 18, wherein the second web page correlates to a purchasable item, and the supplemental information includes a consumer incentive available to the user and relating to the purchasable item, the consumer incentive being obtained from the database and not being ordinarily evident from the web page.

20. The method of claim 19, wherein the consumer incentive is a discount for purchasing the purchasable item from the web site using a particular credit card, the database includes an entry indicating that the user has the particular credit card, and the supplemental information indicates that the user will obtain the consumer incentive where the particular credit card is used to purchase the purchasable item.

21. The method of claim 17, further comprising:

detecting an event relating to the particular resource, wherein the event prompts the display of supplemental information for the particular resource.

22. The method of claim 21, wherein the event is a cursor rollover of the particular resource, and the supplemental information is superimposed on the first web page in the vicinity of the display of the particular resource.

23. An apparatus for displaying supplemental information regarding displayed web pages for a user, the apparatus comprising:

a link assessment module, for identifying a particular resource displayed on a first web page and determining whether an entry corresponding to the particular resource is contained in a database that correlates supplemental information to each of a plurality of resources, wherein the database is separate from the first web page and the first web page is ordinarily devoid of the supplemental information; and
a supplemental information display module, in communication with the link assessment module, for displaying supplemental information for the particular resource along with the first web page where it is determined that the database contains an entry for the particular resource.

24. The apparatus of claim 23, wherein the particular resource is a link to a second web page.

25. The apparatus of claim 24, wherein the second web page correlates to a purchasable item, and the supplemental information includes a consumer incentive available to the user and relating to the purchasable item, the consumer incentive being obtained from the database and not being ordinarily evident from the web page.

26. The apparatus of claim 25, wherein the consumer incentive is a discount for purchasing the purchasable item from the web site using a particular credit card, the database includes an entry indicating that the user has the particular credit card, and the supplemental information indicates that the user will obtain the consumer incentive where the particular credit card is used to purchase the purchasable item.

27. The apparatus of claim 23, further comprising:
an event detecting module, for detecting an event relating to the particular resource,
wherein the event prompts the display of supplemental information for the
particular resource.

28. The method of claim 27, wherein the event is a cursor rollover of the particular resource, and the supplemental information is superimposed on the first web page in the vicinity of the display of the particular resource.

29. An apparatus for displaying supplemental information regarding displayed web pages for

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a user, the apparatus comprising:

means for identifying a particular resource displayed on a first web page and determining whether an entry corresponding to the particular resource is contained in a database that correlates supplemental information to each of a plurality of resources, wherein the database is separate from the first web page and the first web page is ordinarily devoid of the supplemental information; and

means for displaying supplemental information for the particular resource along with the first web page where it is determined that the database contains an entry for the particular resource.

30. The apparatus of claim 29, wherein the particular resource is a link to a second web page.

31. The apparatus of claim 30, wherein the second web page correlates to a purchasable item, and the supplemental information includes a consumer incentive available to the user and relating to the purchasable item, the consumer incentive being obtained from the database and not being ordinarily evident from the web page.

32. The apparatus of claim 31, wherein the consumer incentive is a discount for purchasing the purchasable item from the web site using a particular credit card, the database includes an entry indicating that the user has the particular credit card, and the supplemental information indicates that the user will obtain the consumer incentive where the particular credit card is used

to purchase the purchasable item.

33. The apparatus of claim 29, further comprising:

means for detecting an event relating to the particular resource, wherein the event prompts the display of supplemental information for the particular resource.

34. The method of claim 33, wherein the event is a cursor rollover of the particular resource, and the supplemental information is superimposed on the first web page in the vicinity of the display of the particular resource.

35. A computer readable storage medium that stores instructions for performing the steps of: identifying a particular resource displayed on a first web page and determining whether an entry corresponding to the particular resource is contained in a database that correlates supplemental information to each of a plurality of resources, wherein the database is separate from the first web page and the first web page is ordinarily devoid of the supplemental information; and displaying supplemental information for the particular resource along with the first web page where it is determined that the database contains an entry for the particular resource.

36. The computer readable storage medium of claim 35, wherein the particular resource is a

link to a second web page.

37. The computer readable storage medium of claim 36, wherein the second web page correlates to a purchasable item, and the supplemental information includes a consumer incentive available to the user and relating to the purchasable item, the consumer incentive being obtained from the database and not being ordinarily evident from the web page.

38. The computer readable storage medium of claim 37, wherein the consumer incentive is a discount for purchasing the purchasable item from the web site using a particular credit card, the database includes an entry indicating that the user has the particular credit card, and the supplemental information indicates that the user will obtain the consumer incentive where the particular credit card is used to purchase the purchasable item.

39. The computer readable storage medium of claim 35, further comprising instructions for performing the step of:

detecting an event relating to the particular resource, wherein the event prompts the display of supplemental information for the particular resource.

40. The method of claim 39, wherein the event is a cursor rollover of the particular resource, and the supplemental information is superimposed on the first web page in the vicinity of the display of the particular resource.